

WESH 1021 N. Wymore Rd. Winter Park, FL 32789 Main: (407)645-2222

Billing: (407)389-7661

www.wesh.com

Billing Address:

Crossroads Media Attention: Accounts Payable 66 Canal Center Plaza Suite 555 Alexandria, VA 22314

Send Payment To: **WESH**

P O Box 26876 Lehigh Valley, PA 18002-6876 FIN# 59-3186949

10/01/12

10/07/12

-1111--

Invoice #	Invoice Date	Invoice Month	Invoice Period
959443-1	10/14/12	October 2012	10/01/12 - 10/08/12

Station	Account Executive	Sales Office	Sales Region
WESH	Fran Berg	Eagle-Washington	National

Advertiser	Product	Estimate Number
American Crossroads - Issu	AMER CROSSROADS	1065

Flight Dates	Order #	Alt Order #
10/02/12 - 10/08/12	959443	07909519
Billing Calendar	Billing Type	Deal#
Broadcast	Cash	

IDB#	Advertiser Code	Product Code
	11	27

Agency Ref	Advertiser Ref
	1

Line Start Date End Date Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type	
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1 10/02/12 10/05/12 M-F Early Sunrise Class of Time - Pre-emptible with notice	5:00-6:00 AM	-1121	:30	5	\$400.00	NM	
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u>	Spots/Week	Rate					
10/01/12 10/07/12 -1121	5	\$400.00					D
Spots: # Ch Day Air Date Air Time Desc		Start/End Time		n Ad-ID	A CI I		Rate Type
1 WESHTu 10/02/12 5:55 AM M-F I		5:00-6:00 AM) USPRTV19) USPRTV19			\$400.00 NM
2 WESHW 10/03/12 5:42 AM M-F I		5:00-6:00 AM		ST THERM MADE IN PERC			\$400.00 NM
5 WESHTh 10/04/12 5:29 AM M-F I	15	5:00-6:00 AM		USPRTV19			\$400.00 NM
3 WESHTh 10/04/12 5:53 AM M-F I	The state of the s	5:00-6:00 AM		0 USPRTV19			\$400.00 NM
4 WESHF 10/05/12 5:25 AM M-F I	arly Sunrise	5:00-6:00 AM	:3	0 USPRTV19	АСН		\$400.00 NM
2 10/08/12 10/08/12 M-F Early Sunrise Class of Time - Fixed Non Pre-emptible	5:00-6:00 AM	M	:30	- 1	\$400.00	NM	-
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> 10/08/12 10/14/12 M	Spots/Week 1	<u>Rate</u> \$400.00					
Spots: # Ch Day Air Date Air Time Desc	ription	Start/End Time	Lengt	h Ad-ID			Rate Type
1 WESHM 10/08/12 5:14 AM M-F I	Early Sunrise	5:00-6:00 AM	:3	0 USPRTV19	ACH		\$400.00 NM
3 10/02/12 10/05/12 M-F Sunrise @6AM Class of Time - Fixed Non Pre-emptible	6:00-7:00 AM	-1111	:30	4	\$1,600.00	NM	
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> 10/01/12 10/07/12 -1111	Spots/Week 4	Rate \$1,600.00					
Spots: <u>#</u> Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Desc</u>	ription	Start/End Time	Lengt	h Ad-ID			Rate Type
2 WESHTu 10/02/12 6:54 AM M-F	Sunrise @6AM	6:00-7:00 AM	:3	0 USPRTV19)ACH		\$1,600.00 NM
3 WESHW 10/03/12 6:30 AM M-F	Sunrise @6AM	6:00-7:00 AM	:3	0 USPRTV19)ACH		\$1,600.00 NM
1 WESHTh 10/04/12 6:24 AM M-F	Sunrise @6AM	6:00-7:00 AM	:3	0 USPRTV19)ACH		\$1,600.00 NM
4 WESHF 10/05/12 6:27 AM M-F	Sunrise @6AM	6:00-7:00 AM	:3	0 USPRTV19	ACH .		\$1,600.00 NM
4 10/08/12 10/08/12 M-F Sunrise @6AM Class of Time - Fixed Non Pre-emptible	6:00-7:00 AM	M	:30	2	\$1,600.00	NM	
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> 10/08/12 10/14/12 M	Spots/Week 2	Rate \$1,600.00					
Spots: # Ch Day Air Date Air Time Desc	cription	Start/End Time	Lengt	h Ad-ID			Rate Type
1 WESHM 10/08/12 6:22 AM M-F	Sunrise @6AM	6:00-7:00 AM	:3	0 USPRTV1	9асн		\$1,600.00 NM
2 WESHM 10/08/12 6:52 AM M-F	Sunrise @6AM	6:00-7:00 AM	:3	0 USPRTV1	ЭАСН		\$1,600.00 NM
5 10/02/12 10/05/12 Kelly and Michael 9-7 Class of Time - Fixed Non Pre-emptible	10 AN9:00-10:00 AM	-1111	:30	4	\$1,200.00	NM	
Weeks: Start Date End Date MTWTFSS	Spots/Week	Rate					

\$1,200.00

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WESH P O Box 26876 Lehigh Valley, PA 18002-6876 FIN# 59-3186949

| Invoice # | Invoice Date | Invoice Month | Invoice Period | 959443-1 | 10/14/12 | October 2012 | 10/01/12 - 10/08/12

Advertiser	Product	Estimate Number
American Crossroads - Iss	AMER CROSSROADS	1065

www.wesh.com

Spots End Date End Date Description Start/End Time MTWTFSS Length Week Rate Type	www.wesh.com									
Spots: # Ch Day Air Date							Spots/			
Spots # Chas of Time - Fixed Non Pre-emptible	Line Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Week	Rate	Type	
Spots: #.Ch			Kelly and Michael	9-10 AN9:00-10:00 AM	-1111	:30	4	\$1,200.00	NM	Area Service
1 WESHTU 10/02/12 9:54 AM Kelly and Michael 9-10 AM 9:00-10:00 AM 3:0 USPRTV19ACH \$1,200.00 NM 4 WESHTN 10/03/12 9:41 AM Kelly and Michael 9-10 AM 9:00-10:00 AM 3:0 USPRTV19ACH \$1,200.00 NM 4 WESHTN 10/05/12 9:28 AM Kelly and Michael 9-10 AM 9:00-10:00 AM 3:0 USPRTV19ACH \$1,200.00 NM 3 WESHT 10/05/12 9:28 AM Kelly and Michael 9-10 AM 9:00-10:00 AM 3:0 USPRTV19ACH \$1,200.00 NM	Class of Til	me - Fixed No	n Pre-emptible							
1 WESHT										
2 WESHW 10/03/12 9:41 AM Kelly and Michael 9-10 AM 9:00-10:00 AM 30 USPRTV19ACH \$1,200.00 NM 3 WESHF 10/05/12 9:42 AM Kelly and Michael 9-10 AM 9:00-10:00 AM 30 USPRTV19ACH \$1,200.00 NM \$1,200.00 NM 3 WESHF 10/05/12 \$1,200.00 NM	The state of the s									
4 WESHT	N MIN			=		1.5				The state of the s
3 WESHF 10/05/12 9:28 AM Kelly and Michael 9-10 AM 9:00-10:00 AM :30 USPRTV19ACH \$1,200.00 NM				AUTOMA SANCTON CONTRACTOR CONTRACTOR AND AUTOMAS AND ASSESSMENT		1070	5			Cir D - Marie Carlotte Committee Com
Class of Time - Fixed Non Pre-emptible				and the second s			2			The state of the s
Class of Time - Fixed Non Pre-emptible									NIM	, ,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,
10/08/12 10/14/12 M 1 \$1,200.00				9-10 Ali9:00-10:00 Alvi	M	:30	1	\$1,200.00	INIVI	
Spots: # Ch	Weeks:									
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7 10/02/12	–							9асн		
Class of Time - Fixed Non Pre-emptible	7 10/02/12	10/05/12	NBC Today Show	II 100M-110M	_1111	.30	1	\$1,000,00	NIM	
Tolo1/12				II TOAW-TTAW	-1111	.50		\$1,000.00	INIVI	
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type	Weeks:									-
2 WESHTU	Spots: # Cl				The state of the s	Lenat	h Ad-ID			Rate Type
3 WESHTh 10/04/12 10:28 AM NBC Today Show II 10AM-11AM :30 USPRTV19ACH \$1,000.00 NM 4 WESHF 10/05/12 11:00 AM NBC Today Show II 10AM-11AM :30 USPRTV19ACH \$1,000.00 NM \$1,000.	. –	(0						9асн		
A WESHF 10/05/12 11:00 AM NBC Today Show II 10AM-11AM :30 USPRTV19ACH \$1,000.00 NM	1 W	ESHW 10/	03/12 10:49 AM N	BC Today Show II	10AM-11AM	:3	0 USPRTV1	9асн		\$1,000.00 NM
8 10/08/12	in annual contraction			NOTIFICATION OF THE PROPERTY O		0.0				and the second of the second
Class of Time - Fixed Non Pre-emptible	4 W	ESHF 10/	05/12 11:00 AM N	BC Today Show II	10AM-11AM	:3	0 USPRTV1	9ACH		\$1,000.00 NM
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type				II 10AM-11AM	M	:30	1	\$1,000.00	NM	
Spots: # Ch Day Air Date Air Time Description 1 WESHM 10/08/12 10:56 AM NBC Today Show II 10AM-11AM 10AM-11AM-11AM-11AM 10AM-11AM-11AM-11AM-11AM-11AM-11AM-11AM-	Weeks:									
1 WESHM 10/08/12 10:56 AM NBC Today Show III 10AM-11AM :30 USPRTV19ACH \$1,000.00 NM	Spots: # Cl					Lenat	h Ad-ID			Rate Type
Class of Time - Fixed Non Pre-emptible					CONTRACTOR OF THE PROPERTY.			9асн		CO. T. CONTROL
10/01/12 10/07/12 -TWTF 5 \$900.00	200000000000000000000000000000000000000			III 11AM-12PM/10-11	/ -TWTF	:30	5	\$900.00	NM	
1 WESHTu 10/02/12 11:52 AM NBC Today Show III 11AM-12PM/10-11/ :30 USPRTV19ACH \$900.00 NM 2 WESHW 10/03/12 11:27 AM NBC Today Show III 11AM-12PM/10-11/ :30 USPRTV19ACH \$900.00 NM 5 WESHTh 10/04/12 11:27 AM NBC Today Show III 11AM-12PM/10-11/ :30 USPRTV19ACH \$900.00 NM 3 WESHTh 10/04/12 11:54 AM NBC Today Show III 11AM-12PM/10-11/ :30 USPRTV19ACH \$900.00 NM	Weeks:									
2 WESHW 10/03/12 11:27 AM NBC Today Show III 11AM-12PM/10-11/ :30 USPRTV19ACH \$900.00 NM 5 WESHTh 10/04/12 11:27 AM NBC Today Show III 11AM-12PM/10-11/ :30 USPRTV19ACH \$900.00 NM 3 WESHTh 10/04/12 11:54 AM NBC Today Show III 11AM-12PM/10-11/ :30 USPRTV19ACH \$900.00 NM	Spots: # Cl	h <u>Day Air</u>	Date Air Time D	escription	Start/End Time	Lengt	th Ad-ID			Rate Type
5 WESHTh 10/04/12 11:27 AM NBC Today Show III 11AM-12PM/10-11/ :30 USPRTV19ACH \$900.00 NM 3 WESHTh 10/04/12 11:54 AM NBC Today Show III 11AM-12PM/10-11/ :30 USPRTV19ACH \$900.00 NM				•						
3 WESHTh 10/04/12 11:54 AM NBC Today Show III 11AM-12PM/10-11/ :30 USPRTV19ACH \$900.00 NM				•						357
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40 40/00/40 40/00/40 NDC Today Chay III 444M 40DM(40 444 M					a screening period region and				NIN A	+++++++++++++++++++++++++++++++++++++
10 10/08/12			on Pre-emptible	III 11AIVI-12PIVI/10-11	IF M	:30	1	\$900.00	INIVI	
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 10/08/12 10/14/12 M 1 \$900.00	Weeks:									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type										
1 WESHM 10/08/12 11:51 AM NBC Today Show III 11AM-12PM/10-11/ :30 USPRTV19ACH \$900.00 NM	1 W	/ESHM 10/	08/12 11:51 AM N	BC Today Show III	11AM-12PM/10)-11/ :3	30 USPRTV	L9ACH		\$900.00 NM
11 10/02/12 10/05/12 Days of Our Lives 1:00-2:00 PM -1111 :30 4 \$700.00 NM Class of Time - Pre-emptible with notice				1:00-2:00 PM	-1111	:30	4	\$700.00	NM	
Weeks: Start Date End Date MTWTFSS Spots/Week Rate	Weeks:			Spots/Week						
10/01/12 10/07/12 -1111 4 \$700.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type	Snots: # C					lena	th Ad-ID			Rate Type
3 WESHTu 10/02/12 1:45 PM Days of Our Lives 1:00-2:00 PM :30 USPRTV19ACH \$700.00 NM								19асн		
2 WESHW 10/03/12 1:24 PM Days of Our Lives 1:00-2:00 PM :30 USPRTV19ACH \$700.00 NM	The second secon					::	30 USPRTV	19асн		

10/01/12 10/07/12

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Advertiser	Product	Estimate Number
American Crossroads - Iss	AMER CROSSROADS	1065

www.wesh.	com										
								Spots/			
Line Sta	rt Date	End Date	Descrip	otion	Start/End Time	MTWTFSS	Length	Week	Rate	Туре	
11 10/ Cla		10/05/12 ne - Pre-em	Days of ptible with i	f Our Lives notice	1:00-2:00 PM	-1111	:30	4	\$700.00	NM	
Spo	ts: <u>#</u> Ch			Air Time Descri		Start/End Time		h Ad-ID			Rate Type
				1:30 PM Days o		1:00-2:00 PM		0 USPRTV19			\$700.00 NM
	1 WE	SHF 10	0/05/12	1:59 PM Days o	t Our Lives	1:00-2:00 PM	:3	0 USPRTV19	ACH		\$700.00 NM
12 10/ Cla			iately Pre-e	f Our Lives emptible without	1:00-2:00 PM notice	M	:30	1	\$700.00	NM	
We	eks:	Start Date 10/08/12	End Date 10/14/12		Spots/Week 1	<u>Rate</u> \$700.00					
Spo	ts: # Ch			Air Time Descri		Start/End Time	Lenat	h Ad-ID			Rate Type
	_			1:59 PM Days of		1:00-2:00 PM		0 USPRTV19	ACH		\$700.00 NM
13 10/		10/05/12		COURIC DAY	2-3PM	-11-1	:30	3	\$400.00	NM	
	eks:	ne - Pre-em Start Date	•	CONTROL OF THE PARTY OF THE PAR	Spots/Week	Rate					
VVC	CNS.	10/01/12	10/07/12		3	\$400.00					
Spo	ts: <u>#</u> Ch	Day Ai	ir Date	Air Time Descri	<u>ption</u>	Start/End Time	Leng	h Ad-ID			Rate Type
	1 WE	SHTu 10	0/02/12	2:14 PM KATIE	COURIC DAY	2-3PM	:3	0 USPRTV19)ACH		\$400.00 NM
				2:56 PM KATIE		2-3PM	1,000	0 USPRTV19			\$400.00 NM
	3 WE	SHF 10	0/05/12	2:16 PM KATIE	COURIC DAY	2-3PM	:3	0 USPRTV19	ACH		\$400.00 NM
14 10/ Cla		10/05/12 ne - Pre-em	M-F 3-4		3:00-4:00 PM	-1111	:30	4	\$800.00	NM	
We	eks:	Start Date 10/01/12	End Date 10/07/12		Spots/Week 4	<u>Rate</u> \$800.00					
Spo	ots: # Ch			Air Time Descri		Start/End Time	Lena	th Ad-ID			Rate Type
				3:55 PM M-F 3-	and the second s	3:00-4:00 PM		0 USPRTV19	9ACH		\$800.00 NM
	1 WE	ESHW 10	0/03/12	3:31 PM M-F 3-	4 PM	3:00-4:00 PM	:3	0 USPRTV19	Э А СН		\$800.00 NM
	4 WE	ESHTh 10	0/04/12	3:38 PM M-F 3-	4 PM	3:00-4:00 PM	::	0 USPRTV19	9асн		\$800.00 NM
	3 WE	ESHF 10	0/05/12	3:46 PM M-F 3-	4 PM	3:00-4:00 PM	::	0 USPRTV19	9асн		\$800.00 NM
15 10 Cla		10/08/12 ne - Pre-em	M-F 3-		3:00-4:00 PM	M	:30	1	\$800.00	NM	
	eks:		End Date 10/14/12	e MTWTFSS	Spots/Week	<u>Rate</u> \$800.00					
Spo	ots: # Ch			Air Time Descri	ption	Start/End Time	Leng	th Ad-ID			Rate Type
	1 WE	ESHM 10	0/08/12	3:37 PM M-F 3-	4 PM	3:00-4:00 PM	::	30 USPRTV19	9асн		\$800.00 NM
16 10. Cla		10/05/12 ne - Pre-em		5 PM NEWS	M-F 4-5 PM	-1111	:30	4	\$1,000.00	NM	
		Start Date	End Dat	e MTWTFSS	Spots/Week	Rate					
		10/01/12	10/07/12		4	\$1,000.00					
Spo	ots: # Ch			Air Time Descr		Start/End Time		th Ad-ID	0.4.611		Rate Type
			0/02/12	4:43 PM M-F 4		M-F 4-5 PM		30 USPRTV1			\$1,000.00 NM
			0/03/12 0/04/12	4:55 PM M-F 4 4:53 PM M-F 4		M-F 4-5 PM M-F 4-5 PM		30 USPRTV1: 30 USPRTV1:			\$1,000.00 NM \$1,000.00 NM
			0/05/12	4:58 PM M-F 4		M-F 4-5 PM		30 USPRTV1			\$1,000.00 NM
	ass of Tir	10/08/12 me - Pre-em	nptible with		M-F 4-5 PM	M	:30	1	\$1,000.00	NM	
We	eks:	Start Date 10/08/12	End Dat 10/14/12		Spots/Week 1	<u>Rate</u> \$1,000.00					
Spo	ots: <u>#</u> Ch			Air Time Descr		Start/End Time		th Ad-ID			Rate Type
	1 W	ESHM 1	0/08/12	4:41 PM M-F 4	-5 PM NEWS	M-F 4-5 PM	:	30 USPRTV1	9ACH		\$1,000.00 NM
	/02/12 ass of Tir	10/05/12 me - Pre-em	M-F 5-	-6 PM ROT notice	5:00-6:00 PM	-1111	:30	4	\$1,500.00	NM	
	eks:	Start Date		te MTWTFSS	Spots/Week	Rate					ž.

\$1,500.00

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WESH



Invoice # Invoice Date Invoice Month Invoice Period 959443-1 10/14/12 October 2012 10/01/12 - 10/08/12

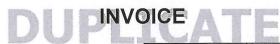
Advertiser	Product	Estimate Number
American Crossroads	- IssIAMER CROSSROADS	1065

www.w	esh.com									
		- 7					Spots/		_	
Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Week	Rate	Туре	
18	10/02/12 Class of Tir	10/05/12 ne - Pre-emr	M-F 5-6 PM ROT otible with notice	5:00-6:00 PM	-1111	:30	4	\$1,500.00	NM	A CONTRACT WAS A STATE OF
	01400 01 111	110 0111	AUDIO WILL HOUGE					H.		
	Spots: # Ch	Day Air	Date Air Time Descr	intion	Start/End Time	Longt	h Ad-ID			Rate Type
			/02/12 5:26 PM M-F 5		5:00-6:00 PM		0 USPRTV19	9асн		\$1,500.00 NM
	3 WE	ESHW 10	/03/12 5:56 PM M-F 5	-6 PM ROT	5:00-6:00 PM	:3	0 USPRTV19	9асн		\$1,500.00 NM
			/04/12 5:27 PM M-F 5		5:00-6:00 PM	0.7	0 USPRTV19			\$1,500.00 NM
	1 WE	ESHF 10	/05/12 5:23 PM M-F 5	-6 PM ROT	5:00-6:00 PM	:3	0 USPRTV19	9ACH	-	\$1,500.00 NM
19	10/08/12 Class of Tir	10/08/12 ne - Pre-emp	M-F 5-6 PM ROT otible with notice	5:00-6:00 PM	M	:30	1	\$1,500.00	NM	= = = = = = = = = = = = = = = = = = =
	Weeks:	Start Date 10/08/12	End Date MTWTFSS M	Spots/Week 1	<u>Rate</u> \$1,500.00					
1	Spots: # Ch				Start/End Time		th Ad-ID			Rate Type
	1 WE	ESHM 10	/08/12 5:51 PM M-F 5	-6 PM ROT	5:00-6:00 PM	:3	0 USPRTV1	9ACH		\$1,500.00 NM
20	10/02/12 Class of Tir	10/05/12 ne - Fixed N	Late Night w/Jimmy Fa	allo:12:35-1:35XM	-1111	:30	4	\$400.00	NM	
	Weeks:	Start Date 10/01/12	End Date MTWTFSS -1111	Spots/Week 4	Rate					
	Spots: # Ch				\$400.00 Start/End Time	Lena	th Ad-ID			Rate Type
				Night w/Jimmy Fallon	12:35-1:35XM		30 USPRTV1	9асн		\$400.00 NM
1				light w/Jimmy Fallon	12:35-1:35XM		30 USPRTV1			\$400.00 NM
				Night w/Jimmy Fallon	12:35-1:35XM		30 USPRTV1			\$400.00 NM
				Night w/Jimmy Fallon	12:35-1:35XM	10	30 USPRTV1			\$400.00 NM
21	10/08/12 Class of Tir	10/08/12 me - Fixed N	Late Night w/Jimmy For Pre-emptible	allo:12:35-1:35XM	M	:30	1	\$400.00	NM	
	Weeks:	Start Date 10/08/12	End Date MTWTFSS 10/14/12 M	Spots/Week 1	<u>Rate</u> \$400.00					
	Spots: # Ch			iption .	Start/End Time	Leng	th Ad-ID			Rate Type
	1 WI	ESHM 10	/08/12 1:28 AM Late N	Night w/Jimmy Fallon	12:35-1:35XM	-:3	30 USPRTV1	9асн		\$400.00 NM
22	10/02/12 Class of Tir	10/02/12 me - Pre-em	NBC Prime GO ON/ Notible with notice	IEW9:00-10:00 PM	-T	:30	1	\$5,000.00	NM	
	Weeks:	Start Date 10/01/12	End Date MTWTFSS -T	Spots/Week 1	<u>Rate</u> \$5,000.00					
	Spots: # Ch	and the second second second			Start/End Time		th Ad-ID			Rate Type
L	1 WI	ESHTu 10	/02/12 9:21 PM NBC	Prime GO ON/ NEW N	ORM9:00-10:00 PM	:	30 USPRTV1	.9ACH		\$5,000.00 NM
23			NBC Prime PARENTH ptible with notice	HOC10:00-11:00 PM	-T	:30	1	\$5,500.00	NM	
	Weeks:	Start Date 10/01/12	End Date MTWTFSS 10/07/12 -T	Spots/Week 1	<u>Rate</u> \$5,500.00					
	Spots: # Ch			•	Start/End Time	e Lena	th Ad-ID			Rate Type
			/02/12 10:33 PM NBC		10:00-11:00 PM		30 USPRTV1	.9асн		\$5,500.00 NM
26	5 10/04/12 Class of Ti	10/04/12 me - Pre-em	NBC Prime 30 ROCK ptible with notice	/NIG8:00-9:00 PM	T	:30	1	\$3,000.00	NM	
	Weeks:	Start Date	End Date MTWTFSS	Spots/Week	Rate					
	Spots: # Ch	10/01/12 n Day Air	10/07/12T r Date Air Time Description	1	\$3,000.00 Start/End Time	a leno	th Ad-ID			Rate Type
		ESHTh 10		Prime 30 ROCK/NIGH			30 USPRTV1	L9ACH		\$3,000.00 NM
27	7 10/04/12 Class of Ti	10/04/12	NBC Prime OFFICE/F	PAR 9:00-10:00 PM	T	:30	1	\$4,000.00	NM	
	Weeks:		End Date MTWTFSS	Spots/Week	Rate					
		10/01/12	10/07/12T	1	\$4,000.00					
4	Spots: # Ch	n <u>Day Ai</u>	r Date Air Time Desc	<u>ription</u>	Start/End Time	<u>Lenc</u>	th Ad-ID			Rate Type

Rate Type

Send Payment To:

Spots: # Ch Day Air Date Air Time Description





WESH P O Box 26876 Lehigh Valley, PA 18002-6876 FIN# 59-3186949

Invoice #	Invoice Date	Invoice Month	Invoice Period
959443-1	10/14/12	October 2012	10/01/12 - 10/08/12

Advertiser	Product	Estimate Number
American Crossroads - Iss	AMER CROSSROADS	1065

www.	wesh.com								
	0/ 10 1 5 10 1		O. 1/E 1.E		1	Spots/	Б. (-	
	Start Date End Dat		Start/End Time		Length	Week	Rate	Туре	
2	7 10/04/12 10/04/12 Class of Time - Pre-e	NBC Prime OFFICE mptible with notice	/PAR 9:00-10:00 PM	** =L-==	:30	1	\$4,000.00	NM	
		Air Date Air Time Des		Start/End Time	Length				Rate Type
L	1 WESHTh	10/04/12 9:23 PM NBC	Prime OFFICE/PARK	9:00-10:00 PM	:30	USPRTV1	9ACH		\$4,000.00 NM
2	8 10/05/12 10/05/12 Class of Time - Fixed		EY/C(8:00-9:00 PM	F	:30	1	\$3,000.00	NM	
	Weeks: Start Date 10/01/12	e End Date MTWTFSS		Rate \$3,000,00			-		-
	Spots: # Ch Day	Air Date Air Time Des	cription	Start/End Time	Length	Ad-ID			Rate Type
	1 WESHF	10/05/12 8:43 PM NBC	Prime WHITNEY/COM	MM 8:00-9:00 PM	:30) USPRTV1	9ach		\$3,000.00 NM
2	9 10/06/12 10/06/12 Class of Time - Pre-e		6:00-8:00 AM	S-	:30	2	\$400.00	NM	
	Weeks: Start Date 10/01/12	e End Date MTWTFSS		<u>Rate</u> \$400.00					
	Spots: # Ch Day			Start/End Time	Length	Ad-ID			Rate Type
	2 WESHSa		Sunrise 6-8 AM	6:00-8:00 AM		USPRTV1			\$400.00 NM
	1 WESHSa	10/06/12 7:58 AM Sat	Sunrise 6-8 AM	6:00-8:00 AM	:30) USPRTV1	9ACH		\$400.00 NM
3	1 10/06/12 10/06/12 Class of Time - Pre-e		LIVE SATURDAY NIGH	HTS-	:30	1	\$2,500.00	NM	
	Weeks: Start Dat 10/01/12	e End Date MTWTFSS		<u>Rate</u> \$2.500.00					
		Air Date Air Time Des		Start/End Time	Lengtl	Ad-ID			Rate Type
	1 WESHSa	10/06/12 12:55 AM SAT	TURDAY NIGHT LIVE	SATURDAY NI	GH1 :3	USPRTV1	9асн		\$2,500.00 NM
3	2 10/07/12 10/07/12 Class of Time - Pre-e		M 6:00-8:00 AM	S	:30	1	\$400.00	NM	
		te End Date MTWTFS		<u>Rate</u> \$400.00					
	Spots: # Ch Day	Air Date Air Time Des	scription .	Start/End Time	Lengt	h Ad-ID			Rate Type
	1 WESHSu	10/07/12 7:23 AM Sun	Sunrise@6-8 AM	6:00-8:00 AM	:3) USPRTV1	.9ACH		\$400.00 NM
3	3 10/07/12 10/07/12 Class of Time - Pre-e		RESS NBC MEET THE	PFS	:30	1	\$8,000.00	NM	
	Weeks: Start Dat	te <u>End Date</u> <u>MTWTFS</u>		Rate \$8,000.00			D.		
1		Air Date Air Time Des	scription	Start/End Time		h Ad-ID			Rate Type
	1 WESHSu	10/07/12 9:38 AM NB	C MEET THE PRESS	NBC MEET TH	IE PI :3	0 USPRTV1	.9ACH		\$8,000.00 NM
3	34 10/07/12 10/07/1: Class of Time - Pre-e		S WKICHRIS MATTHE	W:S	:30	1	\$2,000.00	NM	
		te End Date MTWTFS:		<u>Rate</u> \$2,000.00					
		Air Date Air Time Des		Start/End Time	Lengt	h Ad-ID			Rate Type
	1 WESHSu	10/07/12 10:28 AM CH	RIS MATTHEWS WKN	DEM CHRIS MATTH	IEW: :3	0 USPRTV1	19асн		\$2,000.00 NM
3	35 10/07/12 10/07/1 Class of Time - Fixed		NFL Su Late News Af	terS	:30	1	\$2,700.00	NM	
		te End Date MTWTFS		Rate \$2,700.00					
		Air Date Air Time Des		Start/End Time	Lengt	h Ad-ID			Rate Type
	1 WESHSu	10/07/12 12:21 AM Su Football	Late News After NFL	Su Late News	After :3	0 USPRTV	19асн		\$2,700.00 NM
	36 10/07/12 10/07/1	2 Access Hollywood	11:35P-12:35XM	/12S	:30	1	\$600.00	NM	
-	Class of Time - Fixed Weeks: Start Da	te End Date MTWTFS	Spots/Week	Rate					
	10/01/12			\$600.00	1 2000	E ASLID			Poto Typo

Start/End Time

Length Ad-ID





Payment Terms 30 Days

WESH P O Box 26876 Lehigh Valley, PA 18002-6876 FIN# 59-3186949 | Invoice # | Invoice Date | Invoice Month | Invoice Period | 10/14/12 | October 2012 | 10/01/12 - 10/08/12

Advertiser	Product	Estimate Number
American Crossroads - Iss	AMER CROSSROADS	1065

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	0011.00111							Spots/			
Line	Start Date	End Date	Descr	iption	Start/End Time	MTWTFSS	Length	Week	Rate	Туре	
36	10/07/12 Class of Tim	10/07/12 ne - Fixed No		s Hollywood nptible	11:35P-12:35XM/12		:30	1	\$600.00	NM	0
	Spots: # Ch 1 WE	<u>Day</u> <u>Air</u> SHSu 10/		Air Time Descrip 12:52 AM Access		Start/End Time 11:35P-12:35X		h <u>Ad-ID</u> 0 usprtv19)ACH		<u>Rate</u> <u>Type</u> \$600.00 NM
37	10/02/12 Class of Tim	10/02/12 ne - Pre-emp		Prime VOICE notice	8:00-9:00 PM	-T	:30	1	\$7,000.00	NM	
		10/01/12	End Da 10/07/1	2 -T	Spots/Week 1	Rate \$7,000.00			-	-	
	Spots: # Ch 1 WE		<u>Date</u> 02/12	Air Time Descrip 8:20 PM NBC P		Start/End Time 8:00-9:00 PM		h Ad-ID 0 USPRTV19	ЭАСН		<u>Rate Type</u> \$7,000.00 NM
38	10/05/12 Class of Tim	10/05/12 ne - Pre-emp		Prime GRIMM n notice	9:00-10:00 PM	F	:30	1	\$4,500.00	NM	
		Start Date 10/01/12	End Da 10/07/1		Spots/Week 1	Rate \$4,500.00					
	Spots: # Ch 1 WE		<u>Date</u> /05/12	Air Time Descri 9:40 PM NBC P		Start/End Time 9:00-10:00 PM	_	h <u>Ad-ID</u> 0 USPRTV1	ЭАСН		<u>Rate</u> <u>Type</u> \$4,500.00 NM
39	10/03/12 Class of Tim	10/05/12 ne - Pre-emp			12:12:00-12:30 PM	WTF	:30	1	\$600.00	NM	-
	Weeks:	Start Date 10/01/12	End Da 10/07/1		Spots/Week 1	<u>Rate</u> \$600.00					
	Spots: # Ch 1 WE			Air Time Descri	ption OON NEWS 12-12:30	Start/End Time 12:00-12:30 P	The same of the sa	th <u>Ad-ID</u> 30 USPRTV1	9асн		<u>Rate</u> <u>Type</u> \$600.00 NM
40	10/02/12 Class of Tim	10/02/12 ne - Pre-emp		n Nightly News	6:30-7:00 PM	-T	:30	1	\$3,000.00	NM	
	Weeks:	Start Date 10/01/12	End Da 10/07/1		Spots/Week 1	<u>Rate</u> \$3,000.00	£				_
	Spots: # Ch 1 WE	<u>Day Air</u> SHTu 10		Air Time Descri 6:47 PM M-Sun		Start/End Tim 6:30-7:00 PM		th <u>Ad-ID</u> 30 USPRTV1	9асн		<u>Rate Type</u> \$3,000.00 NM

Total Spots

Gross Total \$104,200.00

Agency Commission

73

\$15,630.00

Net Amount Due

\$88,570.00